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FOR IMMEDIATE RELEASE
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**MAYOR COLEMAN JOINS COLUMBUS STATE, COLUMBUS DISPATCH,
WBNS-10TV & CONSIDER BIKING TO ANNOUNCE MAJOR EXPANSION
OF NEW 2 BY 2012 INITIATIVE**

(Columbus) — Columbus Mayor Michael B. Coleman and representatives from Columbus State Community College, WBNS-10TV, The Columbus Dispatch and other employers announced a major expansion of Consider Biking's new 2 BY 2012 (www.2by2012.com) initiative. To date 66 local employers have adopted 2 BY 2012 and created customized, corporate bicycle commuting programs. (Current list attached)

"Active transportation is the future and it has arrived," said Mayor Coleman. "2 BY 2012 will increase the vibrancy of Columbus and make Columbus healthier. Diabetes will go down. Obesity levels will go down. Interactions between humans joined together in many ways will improve. Our quality of life will be so much better because of 2 by 2012."

2 BY 2012 is a new, turnkey bike-to-work program available to all central Ohio businesses and organizations. It is one of the featured campaigns for the Columbus Bicentennial celebration.

"Beyond the health benefits of active transportation, we see 2 BY 2012 as an economic development tool to attract new economy workers to Columbus. Additionally, 2 BY 2012's provides measurable results — improved employee health, resulting in reduced healthcare expenses; increased productivity; reduced stress and more. We know that healthier employees are invaluable assets to any organization," said Consider Biking Board President Doug Morgan, a partner at Hahn, Loeser & Parks LLP.

The goals of 2 BY 2012 are for every central Ohio resident to use a bicycle, instead of a car, to get to work, school or for errands twice a month by the Columbus Bicentennial in 2012; and to increase the city's bike-to-work transportation ratio to 2%.

"2 BY 2012 is a win-win for everyone. It reinforces our college's sustainability efforts, employees wellness initiatives already in place and gives our students options for their transportation — something they seek and expect," said Dr. David Harrison, President, Columbus State Community College.

“Bicycling and active transportation are part of the urban fabric of downtown. Through our work with the Grange Insurance Audubon Center, the Scioto River Multi-Use Trail adjacent to the Center has been improved. All bicyclists in the Columbus area can take advantage of these improvements, including many of our associates,” said Patti Eshman, Assistant Vice President, Community Relations, Grange Insurance.

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2 BY 2012 Expansion

Today, Columbus has a bicycle-to-work transportation ratio of only .07% per month – ranked 20th nationally. If the 2% ratio is accomplished, this would nearly triple Columbus’ active transportation numbers and elevate Columbus to among the elite of America’s most bicycle-friendly cities.

“We are delighted to be doing our part as a small, family-owned business by adopting 2 BY 2012 for our employees, as well as encouraging our customers to ride by installing bike racks at all of our shops,” said Jeni Britton Bauer, Founder & President, Jeni’s Splendid Ice Creams.

Benefits of 2 BY 2012 include:

- save millions of gallons of fuel
- improve employee health and therefore reduce healthcare expenses
- increase productivity
- reduce stress
- lessen traffic congestion
- greatly cut pollution

“As an employer, we see the benefits of 2 BY 2012 and have signed on as early adopters. We also see the wider, positive health implications for our community of 2 BY 2012, which is why we’re incorporating 2 BY 2012 into Channel 10’s Commit to Be Fit initiative,” said WBNS-10TV Anchor Andrea Cambern.

To encourage and execute this comprehensive initiative, Consider Biking intentionally made 2 BY 2012 a turnkey — making it easy for central Ohio employers of all sizes and types to implement a 2 BY 2012 bike-to-work program. Once committed to the program, Consider Biking provides everything to participating businesses using a robust online toolkit and consulting services. From infrastructure changes, to safe route planning,

internal communications, and even team and individual ride log applications – 2 BY 2012 can be rolled out quickly.

“2 BY 2012 is bold by design. Thanks to the vision of leaders like Mayor Coleman, Columbus is following in the footsteps of other world class cities that have created, and encouraged, active transportation opportunities. Consider Biking is honored to take this vision of creating a world-class bicycling community and make it a reality,” said Consider Biking Executive Director Jeff Stephens.

2 BY 2012 is possible by the Robert Bartels, William C. and Naoma W. Denison, Charlotte R. Hallel, Robert B. Hurst and Martha G. Staub funds of The Columbus Foundation.

Consider Biking (www.considerbiking.org), founded in 1990, is committed to increasing the number of bicyclists in central Ohio; and its primary mission is making central Ohio increasingly safe, accessible, and friendly to bicycle transportation. The group works directly with government at all levels to ensure policy and other decisions include the rights and needs of the bicycling community. Consider Biking partners with local stakeholders to improve streets, bridges, and trails in order to make riding to work, shopping, and exercising by bicycle safe and fun for everyone in the Columbus area. Consider Biking also is actively working to build a centralized database and communications platform to connect and inform bicyclists of all types.